THE PRESIDENT'S PAGE

DEAR NAEBERS:

WHERE'D THE SUMMER GO? WHERE DID YOU GO? MANY OF YOU MUST HAVE GONE SOMEPLACE. LOTS OF PERSONS IN NAEB RANKS HAVEN'T BEEN REPLYING VERY PROMPTLY, SO I ASSUME THAT THEY'VE GONE FOR A WELL-DESERVED VACATION. HAD SHORT ONE MYSELF, BUT HAD TO CUT IT SHORT ON ACCOUNT OF NAEB BUSINESS. THESE RADIO AND TELEVISION THINGS RUN THE YEAR AROUND, I GUESS.

I DID HAVE A NOTE FROM CLIF SCHROPP OF DES MOINES, AND McCABE DAY OF HUNTINGTON, AND THE PRIZE FROM VERNE BRONSON, MIAMI. VERNE WROTE, "O.K.-V.B." WONDERFUL LIFE, EH?

ANY OF YOU GET TO THE MICHIGAN STATE FAIR? UNDERSTAND THAT BOB COLEMAN AND STAFF HAD COUPLE OF GOOD PROMOTION IDEAS GOING THERE. FOR ONE THING, BOB HAD THE NAEB EXHIBIT AND BOASTED OF WKAR-AM-FM MEMBERSHIP IN NAEB. TO TOP THAT, WKAR HAD SOME CARDBORAD SUN VISORS THAT WERE GIVEN TO BOOTH VISITORS, AND ACROSS SAID VISOR WERE SOME SUCH WORDING AS, "LISTEN TO WKAR-AM-FM" AND LISTING FREQUENCIES, TOO. BUSY SUMMER, BOB?

SPEAKING OF PROMOTION, HERE'S A MEMO I SENT BOARD MEMBERS RECENTLY:

> IF WE ARE TO OBTAIN GREATEST GOOD FOR THE GOOD CAUSE, NAEB NEEDS TO KEEP IN MIND:
>
> 1. GOOD CANDIDATES FOR FULBRIGHT SCHOLARSHIPS IN COUNTRIES WHERE WE HAVE BEEN, WHERE MASS COMMUNICATIONS CAN BE A CONTRIBUTION IN THE INTERNATIONAL WORLD.
> 2. HAVE SOME PLACES IN EDUCATIONAL INSTITUTIONS WHERE SO-CALLED RETURN-FULBRIGHTS CAN BE USED. WE NEED TO HAVE PLACES FOR RADIO-TV PEOPLE FROM THE UNITED KINGDON, ITALY, FRANCE, AND PERHAPS OTHERS. THESE MAY BE OBTAINED FOR PERIODS OF THREE TO TWELVE MONTHS.
>
> WHAT CAN YOU SUGGEST TO HELP?

AND, NAEBER, WHAT CAN YOU SUGGEST TO HELP? IT'S AN IMPORTANT AREA IN WHICH NAEB SHOULD BE A CONTRIBUTING FACTOR.

SOME OF YOU PROBABLY HAVE HEARD "AMERICAN ADVENTURE" ON NBC, THURSDAY EVENINGS. AN NAEB GRANT-IN-AID SERIES FROM THE UNIVERSITY OF NORTH CAROLINA.

SOME OF THE NAEB COMMITTEES HAVE BEEN BUSY THIS SUMMER, TOO. GRANTS-IN-AID COMMITTEE MET IN CHICAGO, AUGUST 10. BILL HARLEY HAS HIS TV PROGRAM COMMITTEE ON THE HOP. KEN WRIGHT'S RADIO NETWORK PROGRAM PLANNING SUB-COMMITTEE HAS BEEN BUSY. AND, I THINK BOB SCHENKKAN NOT ONLY HAS HIS COMMITTEE BUSY, BUT HE'S BUSY, TOO. HE MOVES FROM NORTH CAROLINA TO TEXAS. THE PUBLIC RELATIONS COMMITTEE MET IN CHICAGO IN CONNECTION WITH ACPRA CONVENTION THERE. GENERAL CHAIRMAN OF THAT CONVENTION WAS NAEBER STEW HOWE OF THE ILLINOIS INSTITUTE OF TECHNOLOGY. THE ENGINEERING COMMITTEE HAD A MEETING NOT SO LONG AGO, OUT OF WHICH CAME TWO REPORTS.

I'M AFRAID I MIGHT LEAVE SOMEONE, AND WITHOUT INTENT. PROFESSIONAL ADVANCEMENT COMMITTEE HAD WORK TO DO IN CONNECTION WITH TV PRODUCTION WORKSHOP AT IOWA, AND THE ENGINEERING COMMITTEE IS DEEPLY INVOLVED IN THE ENGINEERING WORKSHOP AT EAST LANSING.

I WOULDN'T WANT ANYONE TO THNK THAT IT'S ALL WORK AND NO PLAY. UNDERSTAND OUR IMMEDIATE PAST PRESIDENT IS VACATIONING IN THE WEST. HOPE TO BE IN COLORADO THE THIRD WEEK IN AUGUST, MYSELF. I WILL HAVE ATTENDED THE ANNUAL CONVENTION OF THE ASSOCIATION OF TEACHERS OF JOURNALISM WHEN YOU READ THIS.

YOUR PRESIDENT WILL BE REPRESENTING NAEB AT A MEETING OF JCET IN WASHINGTON ON AUGUST 31. OR, HE DID REPRESENT YOU, DEPENDING UPON WHEN YOU READ THIS.

THE CONVENTION KEEPS MOVING ALONG. KEEP THE DATES IN MIND. BE SURE TO MAKE YOUR PLANS EARLY, YOUR HOTEL RESERVATIONS EARLY.

IN ANOTHER SECTION OF THE NEWSLETTER, YOU'LL READ ABOUT ADDITIONAL CONVENTION PLANS. LUNCHEON SPEAKERS WILL INCLUDE DR. JOHN W. TAYLOR, EXECUTIVE DIRECTOR OF WTTW, CHANNEL 11, CHICAGO; SUPERINTENDENT OF SCHOOLS BEN WILLIS, CHICAGO, AND DR. FRANCES HORWICH, OTHERWISE KNOWN AS MISS FRANCES. OTHER SPEAKERS WILL BE ANNOUNCED LATER.

EFFORTS ARE BEING MADE TO SECURE SOME MORE TOP-NOTCH SPEAKERS, TOO, AND I DO MEAN TOP-NOTCH, BUT COURTESY TO POTENTIAL SPEAKERS REQUIRES ME TO LEAVE THEM UNNAMED AT THE MOMENT. WE DO HAVE ACCEPTANCE FROM ONE DISTINGUISHED UNIVERSITY PRESIDENT.

AND WITH ALL, WE'LL HAVE SOME GOOD BUSINESS SESSIONS, AND SOME GOOD SESSIONS ON BOTH RADIO AND TELEVISION PROGRAMMING, ON RADIO AND TELEVISION STATION OPERATIONS.

GOSH, I THOUGHT I WAS GOING TO HAVE LOTS TO WRITE WHEN I STARTED THIS. I'VE BEGUN TO RUN DRY. MAYBE I'VE LOOKED AT TOO MANY LICENSE APPLICATIONS. AT HOME, WE'VE BEEN BUSY PREPARING LICENSE APPLICANTS FOR WILL-AM-FM-TV. YEP, WILL-TV IS ON THE AIR.

HAD NOTES RECENTLY FROM A COUPLE OF GUYS UP IN MINNESOTA. BUT THEY'RE IN A GOOD SPOT IN THIS SEASON OF THE YEAR. NOTE FROM BURTON PAULU IN MINNEAPOLIS, AND FROM MILFORD JENSEN, NOT SO FAR AWAY IN NORTHFIELD.

MARGUERITE FLEMING WAS A RECENT CALLER AT HEADQUARTERS, TOO.

SUPPOSE MOST OF YOU HAVE SEEN THAT DICK HULL HAS A YEAR'S LEAVE OF ABSENCE FROM IOWA STATE COLLEGE IN ORDER TO DO A YEAR'S STUDY OF EDUCATIONAL TELEVISION FOR THE CENTER. AND MANY OF YOU WHO KNOW LYLE NELSON WILL BE SORRY TO NOTE THAT HE'S LEFT THE CENTER, TO TAKE A POSITION AS ASSISTANT TO THE PRESIDENT AT SAN FRANCISCO STATE COLLEGE.

WELL, SINCE I EXPECT TO WRITE ALL OF YOU LATER THIS MONTH ON SOME MATTERS OF ASSOCIATION BUSINESS, THINK I'LL JUST STOP HERE.

REGARDS TO ALL,

---FRANK E. SCHOOLEY

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